

WELLS CITY COUNCIL
MINUTES OF THE CITY & TOURISM FORUM MEETING HELD IN THE OLD COURT
ROOM, WELLS TOWN HALL, WEDNESDAY 13TH APRIL 2016 AT 6.00PM

PRESENT: Cllrs: C Cox; A Gibson (Deputy Mayor; Chairman); D Swain
Ms L Mann, Wells Cathedral
Mr A Webb, Wells Museum/Visitor Information
Mrs R Martin, The Bishops Palace
Ms C Winter, Wells Civic Society
Ms T Chichester, 'B&B' representative
S Cooper, Wells Film Centre
D Holland & R Powell, Wells Chamber of Commerce

IN ATTENDANCE: Town Clerk: F White
3 members of the public

16/11CT APOLOGIES FOR ABSENCE

Cllrs R MacKenzie; J Osman; G Wilson (The Mayor)
Mr M Tobin, Swan Hotel / Visit Somerset
Mr M Johns, Wells Chamber of Commerce

16/12CT DECLARATIONS OF INTEREST

None declared.

16/13CT MINUTES OF THE PREVIOUS MEETING

Minutes of the meeting held on 10TH FEBRUARY 2016 were proposed, seconded approved and signed.

16/14CT MEETING OPEN TO THE PUBLIC

- i. Mr R Green spoke about the history of the Wells Charter Fairs and markets, and his involvement over the last 25 years. Richard was thanked by the Chairman for all the work he has put in throughout this time.
- ii. Mr Ian Jeffries, of 'Visit by Coach', provided information about his company and what they could offer to Wells. A very interesting question and answer session followed.

16/15CT HER MAJESTY THE QUEEN'S 90TH BIRTHDAY CELEBRATIONS

- i. Wells Cinema film festival: Sally Cooper reported everything is going well and thanked everyone for all their support; it has been a tremendous amount of hard work.
- ii. City centre flags: The flags and bunting have been put up by the City Council; they have been well received.
- iii. 'Clean for the Queen': Wells U3A are organising a clean up next week: meet 10am Monday 18th at Beah Restaurant for instructions.

16/16CT 2016 EVENTS

See attached list

16/17CT LOCAL INFORMATION SERVICES up-dates

- i. The touch screen in the Town Hall is working well; there have been requests for it to be extended to reach to other information websites. The cost was a few hundred pounds. The touch screens proposed by the VIS would be of a more robust design suited to more exposed sites.

- ii. Council local information website. The grant funding was refused by Mendip Tourism Ltd; the City Council Finance committee has agreed to earmark a budget for the project. This website will be responsive (suited to handheld devices such as mobile phones) and will have a search facility; it will focus on information and events local to Wells, with links to other sites.
- iii. Andrew Webb has circulated extensive details about various VIS projects; some of these have drawn down funding from Mendip Tourism Ltd.
- iv. Meetings have been held by the VIS with B&B businesses in Wells and the wider district; work is being done by the VIS to address their needs.

16/18CT ROLE OF A TOWN CENTRE MANAGER

This item has been referred back to the Forum by the City Centre and Open Spaces Committee to identify aims, objectives and tasks.

There was an open discussion in which everyone present had an opportunity to contribute. The following points were raised:

- We need to market Wells
- It could be a part-time role
- The B&Bs felt so strongly that some had offered to contribute financially
- It is important to promote Wells, the heritage and festival by all methods- media, websites and social media were mentioned frequently
- ‘Visit by Coach’ was considered as a possible option
- Several people felt it was essential to have some sort of market survey first, to establish what the customer demographic is
- There were questions about the coach drop and pick up, it was suggested the Town Crier be asked to speak at the next meeting – he meets as many coaches as possible on market days (17 last Wednesday), directs and informs people and is in touch with host hotels at Weston super Mare.

In conclusion it was agreed that:

- i. Coordination with each other has improved over the year. (for example sharing of information, and the events list are working well)
- ii. To continue exploring the best way to market / promote Wells
- iii. To discuss further the question of who are our customers / visitors?

16/19CT ANY OTHER MATTERS OF REPORT

MDC Street Trading licensing consultation public meeting 10am – 12, Wednesday 20th April, Wells Town Hall.

The Chairman thanked everyone for their work throughout the year.

16/20CT DATE OF THE NEXT MEETING: 6pm Wednesday 15th June 2016

PUBLIC EVENTS SCHEDULE (see page 3)

PUBLIC EVENTS SCHEDULED TO TAKE PLACE IN THE CITY OF WELLS 2016

Note: This listing attempts to identify major events such as those involving road closures, or likely to cause significant additional traffic or other disruption.

Notifications of any other such events will be gratefully received.

- 21st April: HRH The Queen's 90th birthday
Film Festival weekend at Wells Cinema
- 1st-2nd May: May Fair, Market Place & Cathedral Green t.b.c.
7th May: Charter Fair (Fun Fair), Market Place
8th May: Vintage & Classic Car Rally, Cathedral Green
Brocante Fair, Market Place & Moat Walk
- 19th May: Aled Jones, Wells Cathedral
29th May: FunRun: Market Place and City Centre. (Wells in Bloom plant-out: 8am)
- 5th June: Tortoise & Hare Classic Motorcycle Rally, Market Place
Massed Bands concert, Wells Recreation Ground
- 10/ 11/12th June: Bishop's Palace Garden Festival
11th June: Schools Folk Dance Festival, City Centre, Cathedral Green
12th June: St Thomas St Open Gardens
HM the Queen 90th Birthday Celebratory Evensong, Wells Cathedral
- 18th June: 'Music Circus': Cathedral Green to Cedars Green/Cedars Hall
(22nd June: Glastonbury Festival)
26th June: Coast to Coast Motorcycle Rally, Market Place & Moat Walk
- July:
- 6th August: Mendip Way Marathon Run
13th August: RailWells Model Railway Show, Town Hall
29th August: Moat Boat Race
- September:
- October: FESTIVALS
- 18th November: Wells Carnival and Charter Fair (Fun Fair)